

Message Text

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ACTION CU-04

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STATE FOR CU/EA AND CU/ARTS

USIA FOR IEA

E.O. 11652: N/A

SUBJECT: ARMAND HAMMER/YOMIURI ART EXHIBIT BICENTENNIAL PROJECT

REF: STATE 106955

1. YOMIURI SHIMBUN IS SEEKING TO FINALIZE ARRANGEMENTS WITH ARMAND HAMMER ORGANIZATION FOR SHOWING OF ARMAND HAMMER COLLECTION OF AMERICAN AND EUROPEAN ART IN JAPAN SEPTEMBER 1975 THROUGH MARCH 1976. EMBASSY RECOMMENDED PROJECT FOR ARBA DESIGNATION, WHICH ACCORDED REFTEL.

2. STUMBLING BLOCK HAS EMERGED. YOMIURI PLANS OPEN SHOW THIS SEPTEMBER AT NEW SEIBU ART MUSEUM, ON TOP FLOOR OF NEW SEIBU DEPARTMENT STORE BUILDING IN Ikebukuro, Tokyo. Hammer representatives, SPECIFICATIONNMS. MARTHA KAUFMAN, CURATOR, UNEASY ABOUT SHOWING THIS TOP-QUALITY EXHIBIT IN DEPARTMENT STORE. ACCORDING YOMIURI STAFF, HAMMER REPS SEEM HAVE IMPRESSION THAT THIS WOULD SIMPLY INVOLVE PARTIONING OFF PORTION OF A SELLING FLOOR FOR TEMPORARY DISPLAY SPACE. NOW CLEAR WHETHER PROBLEM INVOLVES OBJECTION TO ATMOSPHERE THIS MIGHT CREATE OR TO PROBLEMS OF SECURITY AND CROWD CONTROL WHICH MIGHT BE ENCOUNTERED.

3. EMBOFFS HAVE EXAMINED PLANS AND MODELS OF NEW MUSEUM. THIS WILL BE PERMANENT, SEPARATE ART MUSEUM BUILT FOR
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THIS PURPOSE ON TWELFTH (TOP) FLOOR ON MODERN NEW BUILDING.

SEPARATE SPECIAL ELEVATORS WOULD PROVIDE ACCESS AND INSURE EFFECTIVE CROWD CONTROL. SEIBU IS LARGE AND RESPONSIBLE COMMERCIAL ORGANIZATION WHICH EAGER TO ADD TO PRESTIGE AND BUILD REPUTATION FOR TOP QUALITY. MUSEUM IS AIMED AT THIS GOAL. WOULD EMPHASIZE MODERN AND CONTEMPORARY ART. IT SEEMS PROBLE THAT SEIBU MUSEUM WILL SOON BECOME ONE OF JAPAN'S MOST PRESTIGIOUS VENUES FOR ART EXHIBITS. OPPORTUNITY OPEN THIS NEW FACILITY WOULD SEEM AN ADDITIONAL HONOR FOR HAMMER COLLECTION OF FINE ARTS.

4. AS DEPARTMENT AND AGENCY AWARE, YOMIURI IS COMPLETELY RESPONSIBLE INSTITUTION WITH LONG EXPERIENCE IN SPONSORING AND ARRANGING FOR MAJOR ART SHOWS, INCLUDING METROPOLITAN EXHIBIT FEW YEARS AGO.

5. YOMIURI REPS CONCERNED OVER POSSIBLE SNAG WHICH COULD IMPERIAL ENTIRE PROJECT. THEY MUST HAVE DECISION SOON IN ORDER TO FINALIZE POSTERS, PUBLICITY, ETC.

6. EMBASSY WOULD APPRECIATE GREATLY IF DEPARTMENT COULD CONTACT MS. KAUFMAN AND REPEAT GIST PARAS THREE AND FOUR TO HER. ALSO ASCERTAIN IF THERE OTHER PROBLMS OR MISUNDERSTANDINGS WHICH EMBASSY MIGHT ASSIST YOMIURI TO RESOLVE. ALSO SENDING COMMERICAL CABLE DIRECT TO HER.

7. PERHAPS AMERICAN MUSEUM EXPERTS FAMILIAR WITH JAPAN LIKE RAND CASTILE, JAPAN SOCIETY; SHERMAN LEE, CLEVELAND MUSEUM; OR HAROLD STERN, FREER GALLERY, MIGHT BE ENLISTED TO UNDERSCORE THESE POINTS AUTHORITATIVELY TO MS. KAURMAN.

8. ADDRESS IS: MS. MARTHA KAURMAN, CURATOR, OCCIDENTIAL PETROLEUM CORP, 10889 WILSHIRE BLVD, LOS ANGELES 90024.

9. THIS WOULD BE A MAJOR SHOW AND GREAT PITY IF WE LOST IT. PLEASE ADVISE RESULTS BY CABLE.
HODGSON

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